

Appendix A.

SURVEY OF LOUDOUN COUNTY RESIDENTS

November 2002

Introduction

Hello, this is _____ calling on behalf of the Loudoun County government. I need to speak with the male or female head of household. Would that be you?

- 1. Yes, you have the right person.
- 2. No, that person is not here at the moment. (Arrange Callback)
- 3. Refused

[When HH is on-line, say]

Decision Data Collection is a national opinion research firm. We have been retained by the Loudoun County government to conduct a 5-minute survey of County residents regarding satisfaction with county services. This is not a sales call; we just want your opinions. Your answers will be kept confidential and reported in aggregate form only.

S-1. First, what is your age? Is it...

- 1. Under 18
- 2. 18 to 24
- 3. 25 to 34
- 4. Or 35 or older?
- 5. Refused..... (Terminate Call)

1. Are you a resident of Loudoun County?

- 1. Yes (Continue)
- 2. No (Terminate Call)
- 3. Don't Know/No Answer/Refused

2. What is your zip code? (Do Not Read List) (Accept One Answer)

1	20105	Aldie	19	20159	Hamilton
2	20107	Arcola	20	20160	Lincoln
3	20117	Middleburg	21	20163	Dulles/Sterling
4	20118	Middleburg	22	20164	Sterling
6	20129	Paeonian Springs	23	20165	Sterling
7	20130	W. Loudoun	24	20166	Sterling
8	20131	Philomont	25	20175	Leesburg
9	20132	Purcellville	26	20176	Leesburg
10	20134	Purcellville	27	20177	Leesburg
11	20135	Bluemont	28	20178	Leesburg
12	20141	Round Hill	29	20180	Lovettsville
13	20142	Round Hill	30	20184	Upperville
14	20146	Ashburn	31	20185	Upperville
15	20147	Ashburn	32	20197	Waterford
16	20148	Ashburn	33	22066	Great Falls Forest
18	20152	Chantilly/Fairfax	34	Other Zip Code (Terminate)	
19	20158	Hamilton			

3. Which of the following housing types do you live in? (Read List)
 1. Townhouse or duplex
 2. Single family home
 3. Apartment or condo
 4. Other (SPECIFY)
 5. Don't Know/No Answer/Refused

4. Do you rent or own your home?
 1. Rent
 2. Own
 3. Don't Know/No Answer/Refused

5. How many years have you lived in Loudoun County? [Whole Numbers Only]

_____ years

- 5a. Did you move to Loudoun County from somewhere else?
 1. Yes (Go To Q6)
 2. No (Go To Q8)
 3. Don't Know/No Answer/Refused (Go To Q8)

6. (IF YES IN Q5a, ASK) In what city or county did you live before moving to Loudoun County? (Read List)
 1. Alexandria City, VA
 2. Arlington County, VA
 3. Prince William County, VA (includes Manassas and Manassas Park)
 4. Fairfax County, VA (includes Fairfax and Falls Church cities)
 5. Frederick County, MD
 6. Montgomery County, MD
 7. Washington, DC
 8. Other city or county in Metro DC area
 9. A city or county outside the Metro DC area
 10. Have always lived in Loudoun County
 11. Don't Know/No Answer/Refused

7. What single factor most influenced your decision to locate in Loudoun County? [Do Not Read List.]
 1. Schools or community services
 2. Housing affordability
 3. Location of work site
 4. Taxes
 5. Quality of overall community
 6. Family considerations
 7. Rural character/beauty
 8. Other (specify) _____
 9. Don't Know/No Answer/Refused

8a. If Yes In Q5, Insert Bracketed Text. [Compared to where you lived before moving to Loudoun County], how safe do you feel in your neighborhood, very safe, safe, unsafe, or very unsafe?

1. Very safe
2. Safe
3. Unsafe
4. Very unsafe
5. Don't Know/No Answer/Refused

8b. [Ask only if answer to 8a is Unsafe or Very Unsafe] Why do you feel unsafe? [Do not read list. Mark all appropriate answers.]

1. Gangs
2. Terrorism
3. Sniper
4. Break-ins
5. Street Crimes
6. Lack of street patrol
7. Traffic issues
8. Other (specify) _____

9a. How many people live in your household?

_____ People in household

9b. What are their ages?

- Age _____ [a]
Age _____ [b]
Age _____ [c]
Age _____ [d]
Age _____ [e]
Age _____ [f]
Age _____ [g]
Age _____ [h]

10a. Now I'd like ask about your household employment. Is the (insert from 9b if 14 or more years) old person employed full time, part time, or not employed? [Repeat q10 for every person 14 years of age or older at 9b]

1. Fulltime
2. Part time
3. Not employed
4. DK/NA/REF

Ask Q10b For Each Employed Person From Q10

10b. In which of the following counties or cities is the (insert age of person from q10) person employed?

[Read List]

1. Alexandria City, VA
2. Arlington County, VA
3. Prince William County, VA (includes Manassas)
4. Fairfax County, VA (includes Fairfax and Falls Church cities)
5. Frederick County, MD
6. Montgomery County, MD
7. Washington, DC
8. Other city or county in Metro DC area
9. A city or county outside the Metro DC area
10. Loudoun County, VA
11. Don't Know/No Answer/Refused/No More Apply

If 10a=1 And 10b=10 Ask

10c. Does this person work full-time in a business based in your home?

11. How many of the school age children in your household attend public school?

_____ Children in Public School

12. For each major service I read, please answer "YES" or "NO" if someone in your household has used the service within the past 2 years. Has anyone used...? [Randomize]

- a. The Public schools
- b. The Parks and recreation facilities
- c. The Public libraries
- d. The Sheriff's Office
- e. The Building and development services
- f. The Fire and Rescue services
- g. The Mental health, mental retardation or substance abuse services
- h. The senior services

1. Yes
2. No
3. Ref/Na/Ref

12a. Please tell me if you are very satisfied, satisfied, dissatisfied, or very dissatisfied with [Insert Name Of Service Used From Q12], or have no opinion of the service.

1. Very satisfied
2. Satisfied
3. Dissatisfied
4. Very dissatisfied
5. Have no opinion of the service
6. Don't Know/No Answer/Refused

13. [If respondent answered "dissatisfied" or "very dissatisfied" to any services in previous question]
How can [name service from 12a] be improved?
14. Do you feel the county provides good value for the tax dollar?
1. Yes
 2. No
 3. Not sure/Don't Know/No Answer/Refused
- 15a. In which of the following ways do you receive information about Loudoun County programs and services? [Accept all answers.] [Read List]
1. Newspapers
 2. WAGE Radio
 3. Cable Television
 4. County Website on Internet
 5. Public libraries
 6. Guide to Services in Loudoun County
 7. Parks and Recreation brochure
 8. Public meetings
 9. Word of mouth
 10. Anything else that I haven't mentioned? (please specify): _____
 11. Anything else? (please specify): _____
 12. Don't Know/No Answer/Refused
- 15b. [If 1 In 15a Ask] In what newspapers do you get information about Loudoun County programs and services? [Do not read list. Mark all appropriate answers.]
1. Loudoun Times-Mirror
 2. Leesburg Today
 3. Loudoun Easterner
 4. Eastern Loudoun Times
 5. Observer
 6. Blue Ridge Leader
 7. Washington Post
 8. EIR News
 9. Loudoun Connection
 10. Other (please specify): _____
16. What do you think is the single biggest problem facing Loudoun County? (Do Not Read List)
(Probe For One, Accept Two)
1. Growth/development (too much, too fast, not planned well)
 2. Schools (too crowded, not enough, not safe enough)
 3. youth activities (too few, gang problems)
 4. Taxes (too high, tax wrong things)
 5. Traffic/Transportation (roads too crowded, lack of public trans.)
 6. Adequate services (not enough, not right kind)
 7. (General) Government
 8. Other (please list)
 9. Ref/Na/Ref

17. What single thing do you like best about Loudoun County? (Do Not Read List) (Probe For One, Accept Two)
1. Rural/open/country
 2. People/friendly/personal
 3. Location/proximity (to shopping, to major city, etc.)
 4. Neighborhood/community (size, design, offerings)
 5. Beauty/scenic views
 6. Schools (quality, safety, etc.)
 7. Safe/safety (of county, communities)
 8. Tax rate
 9. Environment/cleanliness
 10. Affordability
 11. Other (list below)
 12. Ref/Na/Ref
18. How would you rate the overall quality of life in Loudoun County?
1. Excellent
 2. Good
 3. Fair
 4. Poor
 5. Don't Know/No Answer/Refused
19. In general, do you support or oppose the efforts the Board of Supervisors is making to manage growth in Loudoun County?
1. Support
 2. Oppose
 3. Don't know/No opinion
20. As a way of managing growth in Loudoun County, do you support the purchase of development rights by the county from landowners on a voluntary basis to preserve open space? Tell me whether you strongly support, somewhat support, neither support nor oppose, somewhat oppose, or strongly oppose.
1. Strongly support
 2. Somewhat support
 3. Neither support nor oppose/neutral/no opinion
 4. Somewhat oppose
 5. Strongly oppose
 6. No Response/Refused
21. Would you be willing to pay higher property taxes in order to support public transit in Loudoun County, such as bus and rail?
1. Yes
 2. No
 3. Don't know/No opinion

22. Would you be willing to pay higher property taxes in order to maintain or increase current levels of service for the public schools?
1. Yes
 2. No
 3. Don't know/No opinion
23. Would you be willing to pay higher property taxes in order to maintain or increase current levels of service for fire and rescue?
1. Yes
 2. No
 3. Don't know/No opinion
24. Would you be willing to pay higher property taxes in order to maintain or increase current levels of service for law enforcement?
1. Yes
 2. No
 3. Don't know/No opinion

DEMOGRAPHICS

25. For statistical purposes only, with which racial or ethnic group do you identify? [Read List] [May Answer More Than One]
1. American Indian [includes Alaskans]
 2. Asian [includes Pakistanis, Indians or Pacific Islanders]
 3. Black [includes Jamaicans, Bahamians & other Caribbeans or Africans but not Hispanic or Arabian descent]
 4. Hispanic [includes persons of Mexican, Puerto Rican, Central or South American or Spanish origin or culture]
 5. White [includes Arabian]
 6. Don't Know/No Answer/Refused
26. Please stop me when I reach your total household income before taxes:
1. Under \$10,000
 2. \$10,001 to \$30,000
 3. \$30,001 to \$50,000
 4. \$50,001 to \$75,000
 5. \$75,001 to \$100,000
 6. \$100,001 to \$150,000
 7. Over \$150,000
 8. Don't Know/No Answer/Refused

Thank you very much for your help!